

# BMW Clubs.

## Design guidelines for appearance.



**BMW Clubs**

Munich  
July 2008



**Sheer  
Driving Pleasure**

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# **Background and objectives.**

## **The appearance of the BMW Clubs.**

These design guidelines apply to the communicative and institutional image of the official BMW Clubs. They replace all previously applicable guidelines.

If you have any questions on the appearance of the BMW Clubs, please consult the BMW Club Office:

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Tel: +49 89 382-33 845

E-mail: [kati.hockner@partner.bmwgroup.com](mailto:kati.hockner@partner.bmwgroup.com)

# **Background and objectives.**

## **The appearance of the BMW Clubs.**

BMW Club members identify strongly with the BMW Brand and associate BMW products with their own values. As ambassadors and multipliers of the BMW Brand and its products, however, they also bear responsibility for representing BMW in a way that is characteristic of the brand.

After all, the BMW Brand is highly valuable, and such value must be protected. On the one hand this means adhering to certain shared basic rules, but it also means preserving individuality and setting oneself apart from other BMW Clubs.

The BMW Club appearance should be based on the premium aspirations of the BMW Brand. The club must always be clearly recognisable as the sender.

These design guidelines have been developed in close collaboration with the International Council of BMW Clubs. They outline the new appearance using examples for all the relevant media applications, are mandatory worldwide and apply without restriction to all communication and correspondence materials.

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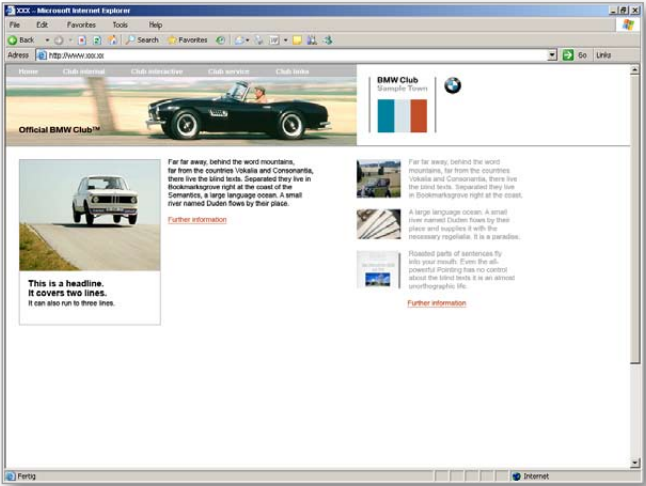


# The new BMW Club appearance.

## More contemporary, more powerful and more flexible.

In future the appearance of the BMW Clubs will be more contemporary and more striking, while at the same time offering clubs scope for differentiation among themselves. More space is given to the club logo and there is greater freedom of design.

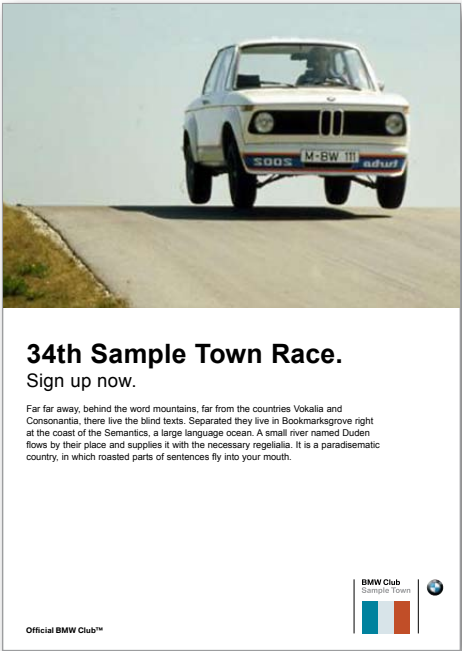
There are also clear rules to ensure the premium aspirations of the BMW Brand are satisfied, however. These rules provide support in creating an individual appearance for each BMW Club.



Internet



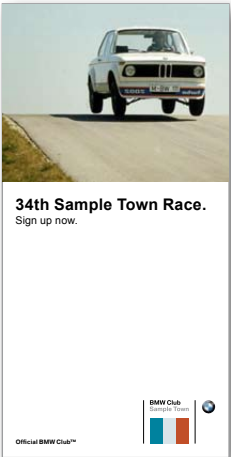
Club jacket



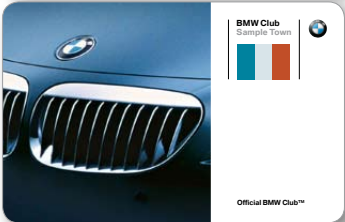
Advertisement



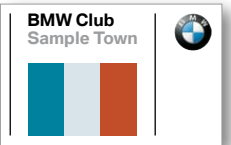
Club cap



Flyer



Membership card



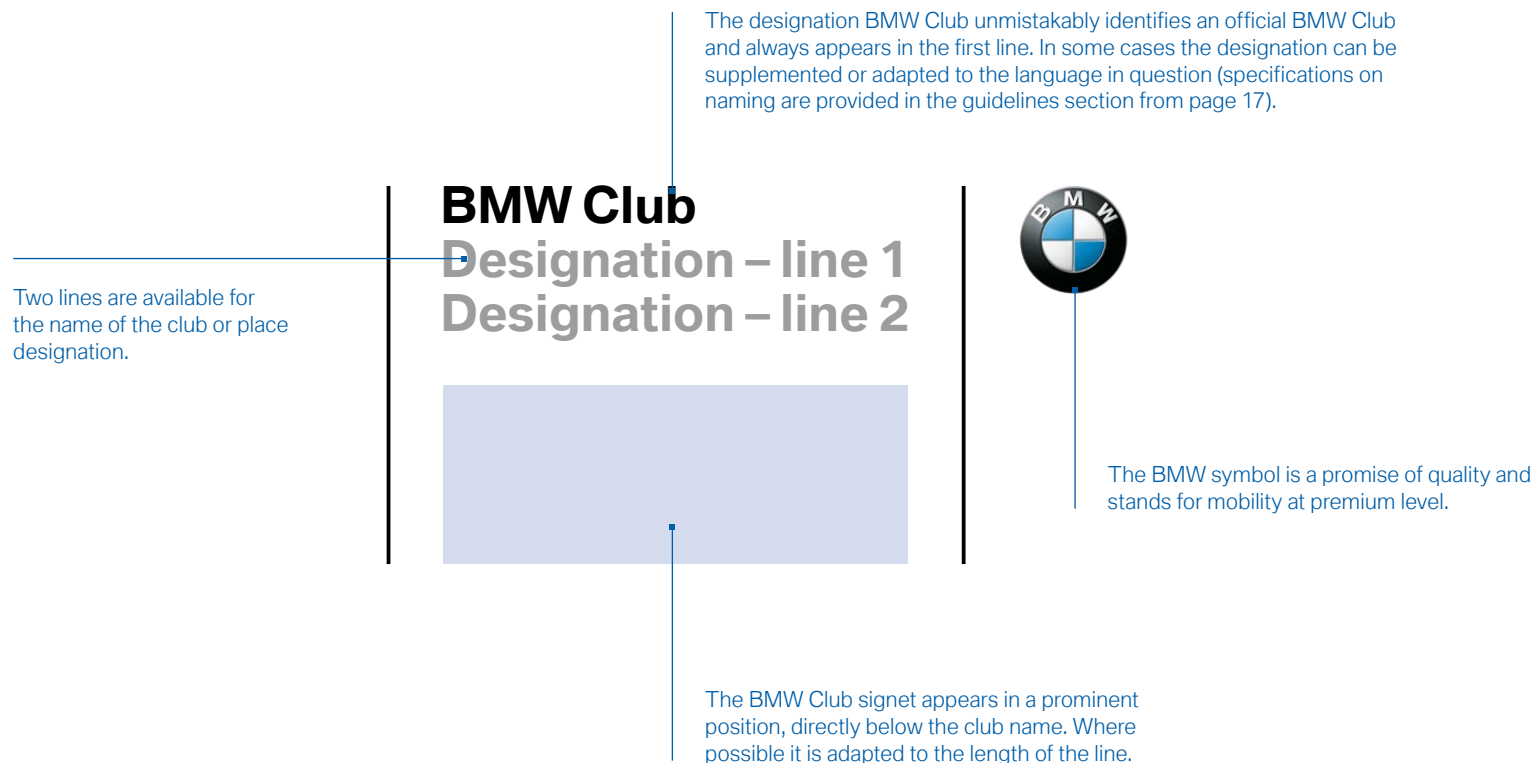
Pin

# BMW Club logo.

## The official emblem of a BMW Club.

Below is a schematic illustration of all elements of the BMW Club logo. It should always appear against a white background. Where this is not possible, a white badge is used (for further details see page 25).

### BMW Club logo



### BMW Club identifier

## Official BMW Club™

The BMW Club identifier shows the club to be an official BMW Club.

# BMW symbol.

## Valuable objects must be protected.

The symbol represents the BMW Brand and thereby forms the core of the BMW Brand Identity. Careful use of this element guarantees uniformity of appearance as well as a high degree of recognisability.

The BMW symbol is subject to worldwide copyright and may only be used by BMW AG and its authorised contractual partners, including the official BMW Clubs. It must always be applied with the greatest of care, since it is a seal of quality for the products and services of the brand.

The BMW symbol always appears in three-dimensional form, in colour and positioned against a white background. The BMW symbol is never altered in any way, i.e. simplified or combined with graphic shapes. Any falsification damages the BMW symbol and therefore the brand in general. For this reason only original digital templates of the BMW symbol may be used.

The BMW symbol is  
available as a digital  
template at:  
[www.bmw-clubs-  
international.com](http://www.bmw-clubs-international.com)










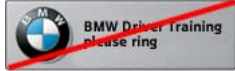




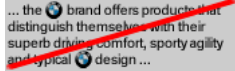




# BMW symbol.

## Clear rules for a distinguished brand.

The following rules apply to the application of the symbol:

	Positive examples	Negative examples
The symbol is subject to clearly defined design guidelines, which enable a high degree of recognisability. It is never altered, simplified or combined with graphic shapes.		  
The symbol never performs a practical function and is never placed in positions or on objects which might have a negative impact in terms of image. It is never dyed and must never be used in an inflationary manner. The symbol or its component parts may not be used as functional design elements such as bell buttons, snap fasteners, floor mats etc.	 	   
The symbol may not be used against colourful, restless or photographic backgrounds. In exceptional cases, for example in the field of sponsoring, the symbol can also be applied against coloured backgrounds or placed on photographs of one or more colours.		 
The symbol is never used in body copy or as a substitute for the wordmark.		

# BMW wordmark and designations.

## Unambiguous and unmistakable.

The BMW wordmark is a fixed, unchangeable term. It is to be applied with the greatest of care as it stands for the products and services of BMW. Like the symbol, the wordmark is also subject to worldwide copyright and may only be used as a sender designation by the official BMW Clubs.

	Positive examples	Negative examples
The BMW wordmark always appears in uppercase letters.	<b>BMW</b>	<del>Bmw</del>
<p>The designation BMW Club indicates unambiguously that the club in question is an official BMW Club. The wordmark BMW always appears first, supplemented by the word "Club".</p> <p>In certain cases the designation BMW Club can be extended or adapted to the language in question.</p> <p>If the designation BMW Club is used as the communicative sender, the typeface BMW Type bold is used.</p> <p>It always appears in black. Other colours are not permitted, nor is the use of hyphens.</p>	<b>BMW Club</b> <b>BMW Clubs</b> <b>BMW Motorcycle Club</b> <b>BMW Klubben</b> <b>BMW Car Club</b> <b>BMW Owners Club</b>	<del>BMW-Club</del> <del>BMWClub</del> <del>Club</del> <del>Moto Club BMW</del> <del>Club BMW</del> <del>BMW Club</del>
<p>The designation BMW Club follows the rules of the official brand typeface of BMW: BMW Type</p> <ul style="list-style-type: none"> <li>- italic type weights and underlining are not permitted</li> <li>- the spacing of the typeface may not be altered</li> </ul>	<b>BMW Club</b>	<del>BMW Club</del> <del>BMW Club</del>

# **BMW Type.**

## The official brand typeface of BMW.

The typeface BMW Type is distinctive down to the smallest details. Each individual letter has been designed and digitalised separately with its own specific line shaping.

The bold type weight of BMW Type is used for the appearance of the BMW Clubs – exclusively for the BMW Club logo and the BMW Club identifier. The typeface may never be used in uppercase, letter-spaced or underlined forms. The type is only applied in either grey or black, never in colour.

BMW Type is not to be used for any other purpose. For other applications, it is recommended that an easily legible, plain and simple sans-serif typeface is used such as Arial.

**BMW Type bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 .,!&**

# BMW Club signet.

## A strong BMW Club has a strong symbol.

### Recommendations for the design of a signet

### Positive examples

### Negative examples

#### Rules regarding the BMW brand elements

BMW Brand Identity elements are a fundamental component of BMW brand communication and may therefore not be used in the BMW Club signet or in communication.

The use of such elements as vehicle designations, the Identity Modules or the BMW symbol is not permitted.

**X5**



**Power**



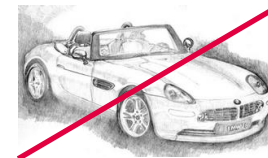
The signet must not bear any similarity in its design to the BMW symbol, either in shape or colour.

**X5**



#### Notes on reproducibility

No use of complex signets or photographs which do not guarantee high-quality reproduction (e.g. on merchandising articles).



#### Heraldic figures

No use of political, racist or sexist symbols.



# BMW Club identifier.

## The seal of quality of an official BMW Club.

As a supplement to the BMW Club Logo, the so-called identifier may be used for selected applications. The identifier is protected by trademark law and indicates that the club is an officially certified BMW Club. Only official members are permitted to use the BMW Club identifier.

The identifier is as follows:

**Official BMW Club™**

# Visual world.

## Doing justice to premium aspirations.

The visual world of the BMW Clubs is geared towards the premium aspirations of the BMW Brand. Visuals are to be realistic, powerful and lively. Real situations and objects are shown and no negative messages may be conveyed, such as accidents or breakdowns. Neither may visuals with political, racist or sexist content be used. Photographs must always guarantee high-quality reproduction.

### Positive examples





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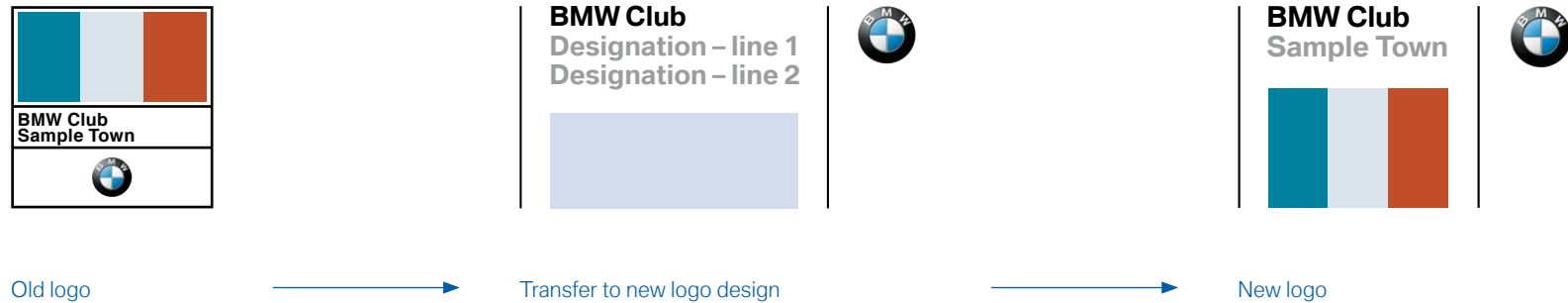
# Construction of the BMW Club logo.

## Three steps to create the new logo.

The following steps are required to transform the old logo into the new logo design:

1. Check the club name and adapt if necessary (see p. 17 and 18)
2. Construction of the new logo consisting of the BMW symbol, the BMW Club designation, the club name and the club signet (see p. 19 and 20)
3. Adaptation of the club signet in height and width (see p. 21)

### Schematic illustration

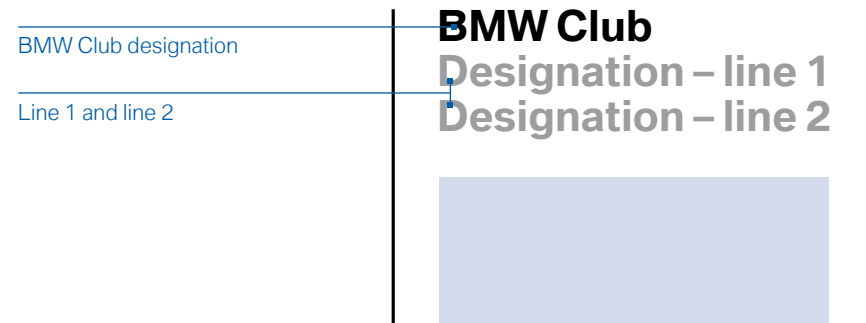


# Construction of the BMW Club logo.

## Clear rules for creating a name.

The following rules apply to the creation of a name:

- The designation BMW Club clearly identifies the club as a member of the official BMW Club Organisation. It always appears in the top line.
- The wordmark BMW must never be omitted and appears first, supplemented by the word “Club” in the same line.
- In certain cases, the designation BMW Club may be extended or adapted to the language in question so as to avoid duplications in the name, e.g. BMW Motorcycle Club, BMW Klubben, BMW Car Club, BMW Owners Club
- There may be a change of order in the elements of the existing club name
- Line 1 and line 2 contain the club name and/or the name of the place



# Construction of the BMW Club logo.

## The diversity of club names requires a range of solutions.

Official designation	Adaptation	Correct naming according to the new nomenclature	Examples of incorrect naming
With the term BMW Club or BMW Clubs	BMW Club Düsseldorf 1928 e. V.	<b>BMW Club</b> Düsseldorf 1928 e. V.	<del>Club Düsseldorf 1928 e. V.</del>
With terms such as auto, motorcycle, car etc.	BMW Auto Club Italia	<b>BMW Auto Club</b> Italia	<del>BMW Club BMW Auto Club Italia</del>
BMW Club as the sender in the 2nd or 3rd line	Bluenose Chapter BMW Club of Canada	<b>BMW Club</b> of Canada Bluenose Chapter	<del>BMW Club Bluenose Chapter BMW Club of Canada</del>
With translations	BMW Motors Túraklub Magyarország	<b>BMW Motors Túraklub</b> Magyarország	<del>BMW Club BMW Motors Túraklub Magyarország</del>
With abbreviations	Choo Choo Bimmers BMW CCA	<b>BMW Car Club</b> of America Choo Choo Bimmers	<del>BMW Club Choo Choo Bimmers Car Club of America</del>
Without the terms BMW, Club or both	Isetta Club e. V.	<b>BMW Isetta Club e. V.</b>	<del>Isetta Club e. V.</del>
	Boxer Motorrad Club Morelia A. C.	<b>BMW Boxer Motorrad Club</b> Morelia A. C.	<del>Boxer Motorrad Club Morelia A. C.</del>

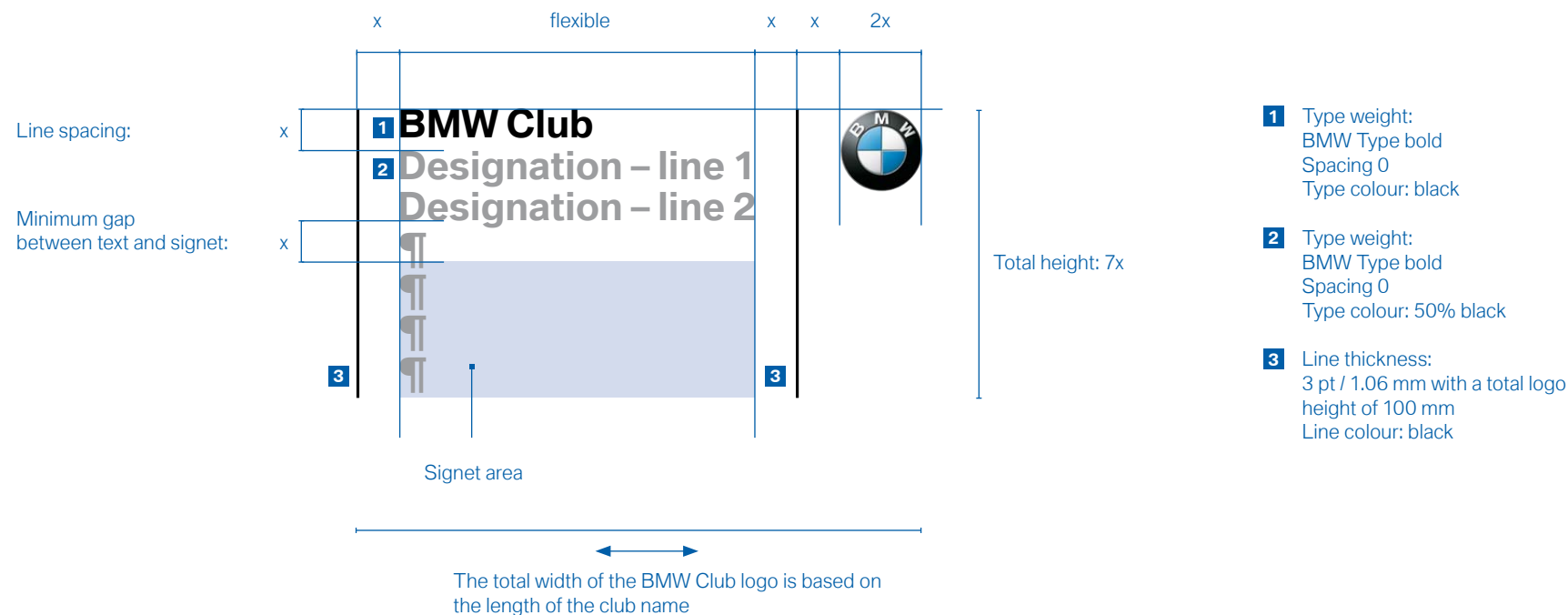
# Construction of the BMW Club logo.

## Strict dimensions ensure precise identification of the sender.

The BMW symbol is available as a digital template at:  
[www.bmw-clubs-international.com](http://www.bmw-clubs-international.com)

This page documents the precise construction of the BMW Club logo. Only original digital masters of the BMW symbol may be used for the reproduction of this logo. Various sizes of the BMW Club logo are available for download at [www.bmw-clubs-international.com](http://www.bmw-clubs-international.com).

### Dimension details

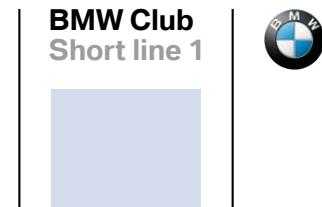


# Construction of the BMW Club logo.

## Lots of scope for a variety of club names.

The BMW Club logo is flexible in width so as to meet the requirements of the varying club name lengths.

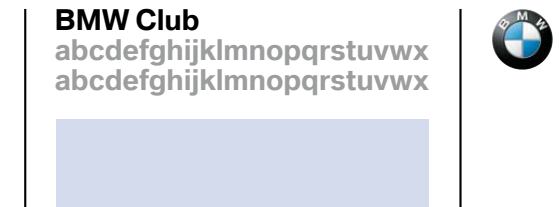
### Schematic illustration



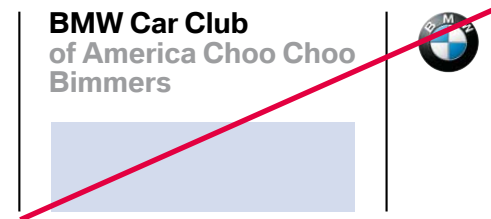
The logo width depends  
on the length of the name



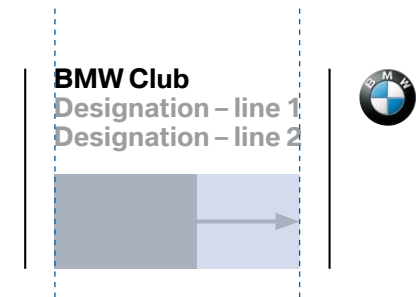
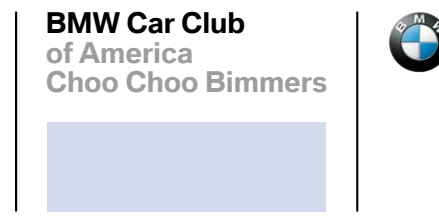
The club name can run across two lines



The maximum number of characters of  
24 per line may not be exceeded



However, the line break made so as to fit the club name and not simply take up the  
maximum number of characters



The existing signet should be adapted to the  
length of the name (for details see p. 21)



# Construction of the BMW Club logo.

## Adaptation of the club signet.

In the course of adaptation to the new BMW Club logo, the effect of some non-rectangular signets can be optimised. Here the basic shape is modified so that the signet can be assigned optimum placement within the new BMW Club logo.

	Existing non-rectangular basic shape	Signet shape	Adaptation to signet space	Adaptation to name length (if possible)	Result
Schematic illustration			 Fill in background		
			 Fill in background		
			 Straighten		
			 Fill in background		
Example			 Straighten		

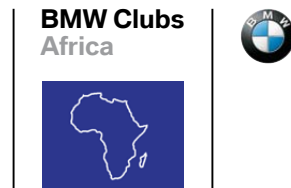
# Construction of the BMW Club logo. Changing old to new.

Old logo



BMW Clubs Africa

New logo



Old logo

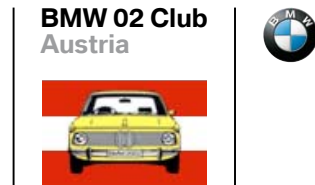


Avto klub BMW Slovenija

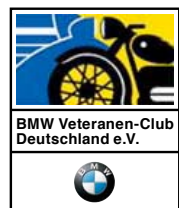
New logo



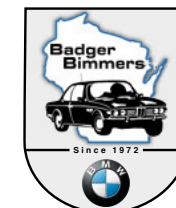
BMW 02 Club Austria



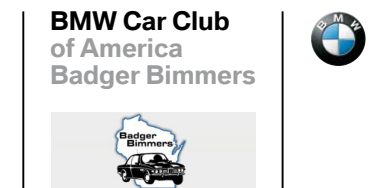
BMW MC Noord-Nederland



BMW Veteranen-Club  
Deutschland e.V.



Badger Bimmers

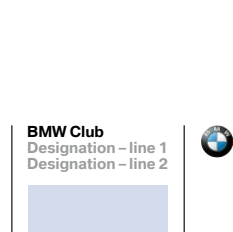


# Application of the BMW Club logo.

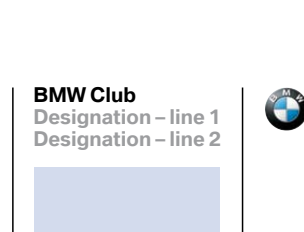
## The right size for every application.

Logos are available  
for download as digital  
templates in all the  
sizes shown at  
[www.bmw-clubs-  
international.com](http://www.bmw-clubs-<br/>international.com)

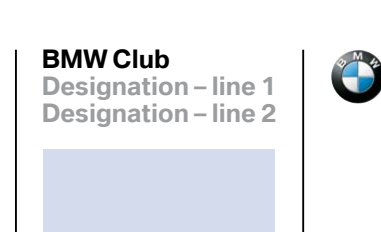
Application sizes are defined for each specific medium. The logo sizes shown are recommended for standard formats. Additional sizes can be generated for special applications depending on the technique involved and only in exceptional cases by means of reduction or enlargement of the nearest standard size.



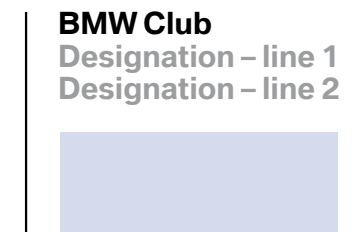
Logo height: 15mm  
Application: business card,  
membership card with motif,  
give-aways



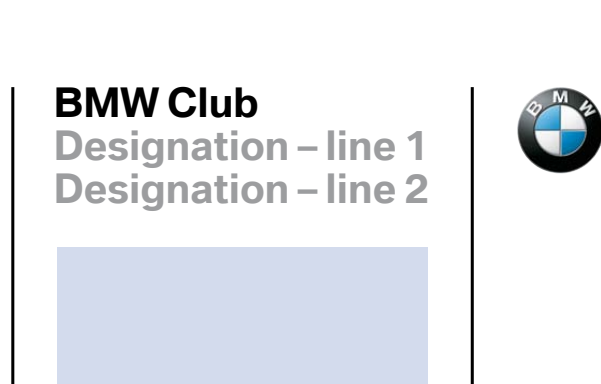
Logo height: 20mm  
Application: A4 letterhead,  
DL flyer, US letter



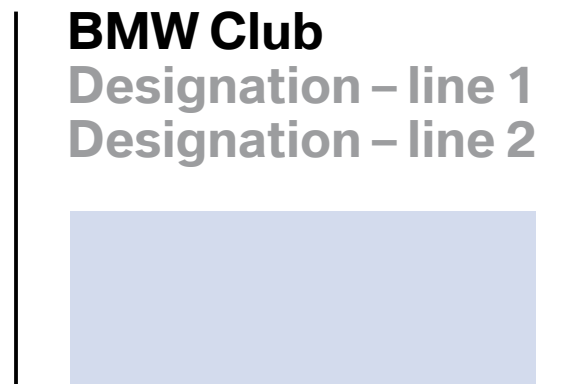
Logo height: 25mm  
Application: A4 brochure, caps, club badge,  
membership card without motif



Logo height: 30mm  
Application: A3 poster, T-shirt



Logo height: 40mm  
Application: A2 poster



Logo height: 50mm  
Application: A1 poster

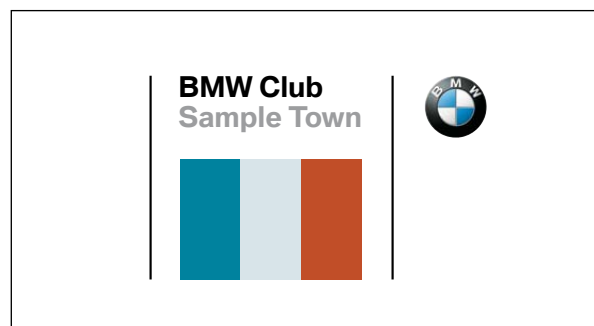
# Application of the BMW Club logo.

## The right reproduction technique for every application.

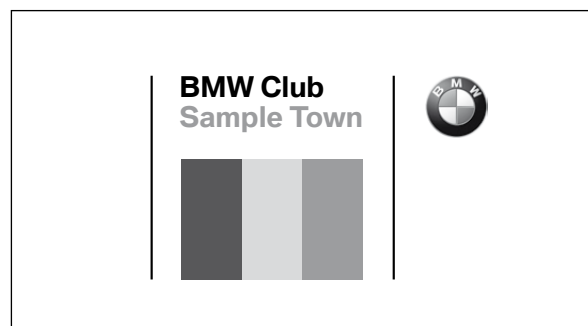
The most common reproduction techniques are described below, illustrated with examples.

The examples are simulations and can only give an approximate impression of the actual effect.

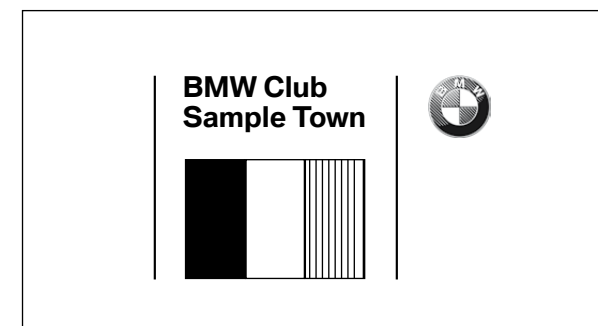
The BMW symbol is available as a digital template for each specific reproduction technique at: [www.bmw-clubs-international.com](http://www.bmw-clubs-international.com)



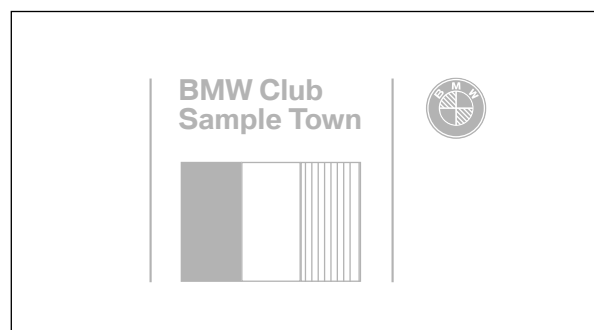
Reproduction technique: offset print, 4-colour  
Application: print media



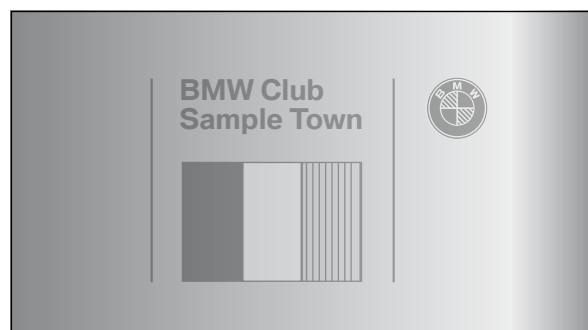
Reproduction technique: 1-colour grey scale  
Application: b/w laser printer



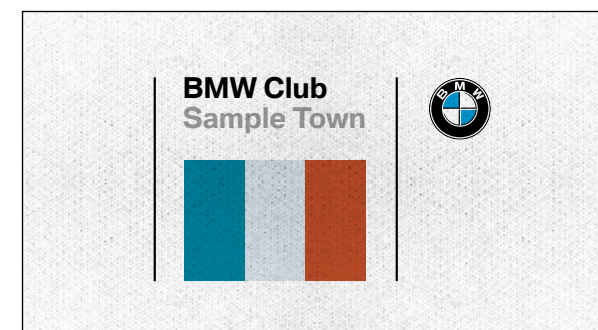
Reproduction technique: 1-colour black  
Application: fax



Reproduction technique: blind stamp  
Application: print media  
Minimum size: logo height 25 mm



Reproduction technique: etching in metal  
Application: club badge  
Minimum size: logo height 25 mm



Reproduction technique: screen printing without grid  
Application: T-shirts, caps  
Minimum size: logo height 25 mm

# Application of the BMW Club logo.

## Placement always in a corner and against a white background.

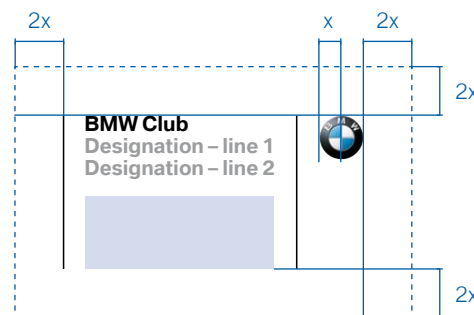
### Placement

The BMW Club logo is ideally placed in the corners of the format in question. Media-specific applications are to be found in the section on communicative applications from p. 30.



### Free space

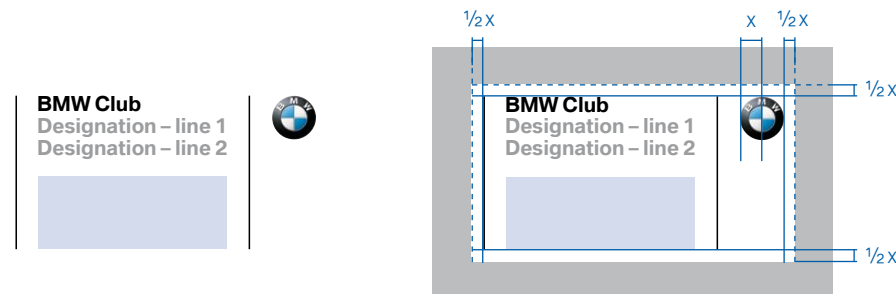
The optimum effect of the BMW Club logo depends on the surrounding white space. For this reason a minimum space of one symbol diameter is to be maintained around the logo to separate it from other design elements such as colour areas or photographs.



Block zone for adjacent elements

### Background

The BMW Club logo always appears against a white background. In certain exceptional cases, the background can be of a different colour (e.g. on merchandising articles). In such cases the logo is placed on a white badge, which is to be created as shown in the illustration below.



Application against a white  
background

Application against a colour background with  
white badge

# Application of the BMW Club identifier. Identification as an official BMW Club.

The identifier shows  
a club to be an official  
BMW Club. The use of  
the identifier is optional.

## Translation

The identifier may be applied in English and in German.

German	Offizieller BMW Club™
English	Official BMW Club™

## Use

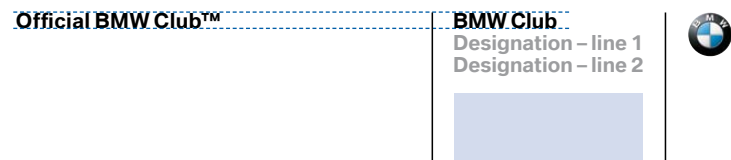
The identifier is only used in certain media. Application examples are to be found in the sections on communicative and institutional applications from p. 30.

## Media

Print media	•
Internet	•
Membership card	•
Correspondence	•
Merchandising and lifestyle articles	-
Give-aways	-
Badges and pins	-
Flags	-

## Typeface and colour

The type size of the identifier must be no larger than that of the BMW Club wordmark. The type weight is BMW Type bold. The identifier should preferably be printed in black. Alternatively, the colours grey and white are permitted, for example on photographs.



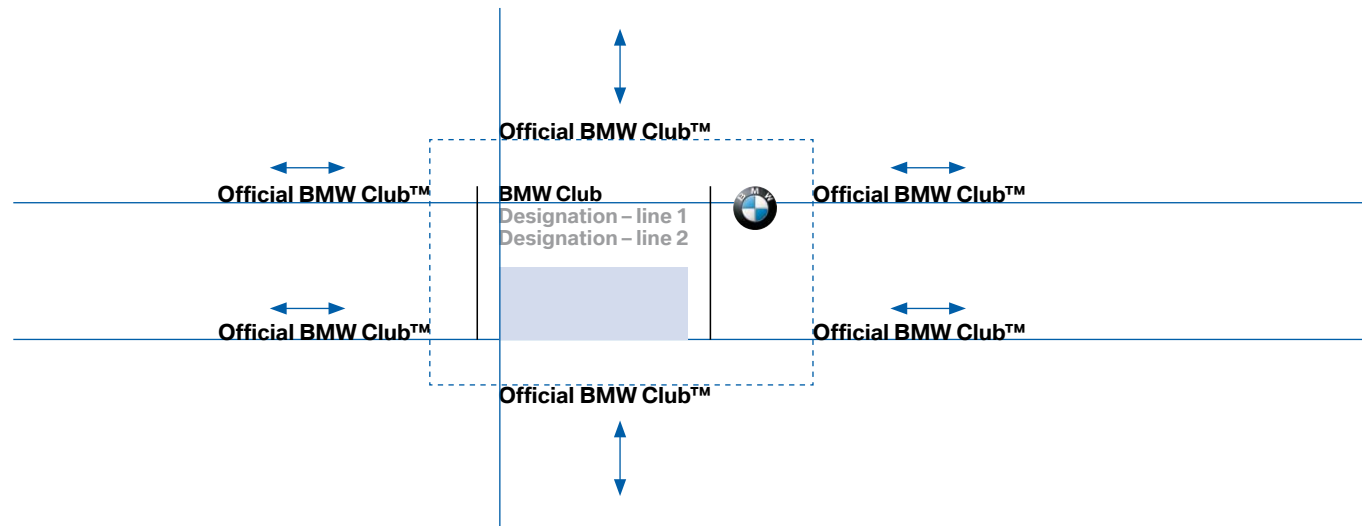


# Application of the BMW Club identifier.

## Always in relation to the BMW Club logo.

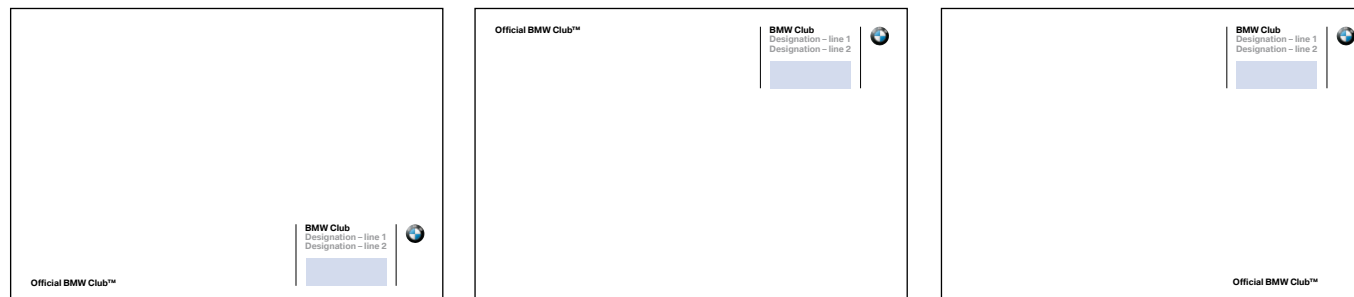
### Placement

The identifier is always applied in relation to the placement of the BMW Club logo. In any case a protective gap equal to one symbol width must be maintained from the BMW Club logo. The identifier should preferably be placed as far as possible from the BMW symbol.

















The identifier is applied on the axes shown. Placement is flexible, but the protective space around the logo (dotted line) must always be preserved.

### Examples of identifier placement



# BMW Club structure.

## A consistent appearance for the entire organisation.

Organisation	Name	Example
Umbrella organisation	International Council of BMW Clubs	<div> <div> <b>BMW Clubs</b> International Council </div>   </div>
Continents, regions	BMW Club Europa e.V. BMW Car Club of America BMW Clubs Africa BMW Clubs Australia	<div> <div> <b>BMW Club</b> Europa e.V. </div>   </div> <div> <div> <b>BMW Car Club</b> of America </div>   </div>
Countries and states	BMW Club Deutschland e.V. BMW Owners Club of Hong Kong BMW Club of Japan BMW Club Quebec	<div> <div> <b>BMW Club</b> Deutschland e.V. </div>   </div> <div> <div> <b>BMW Owners Club</b> of Hong Kong </div>   </div>
Classic and types	BMW Z1 Club e.V. BMW Veteranen-Club Deutschland e.V.	<div> <div> <b>BMW Z1 Club e.V.</b> </div>   </div> <div> <div> <b>BMW Veteranen Club</b> Deutschland e.V. </div>   </div>

# Content.

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## **Institutional applications**

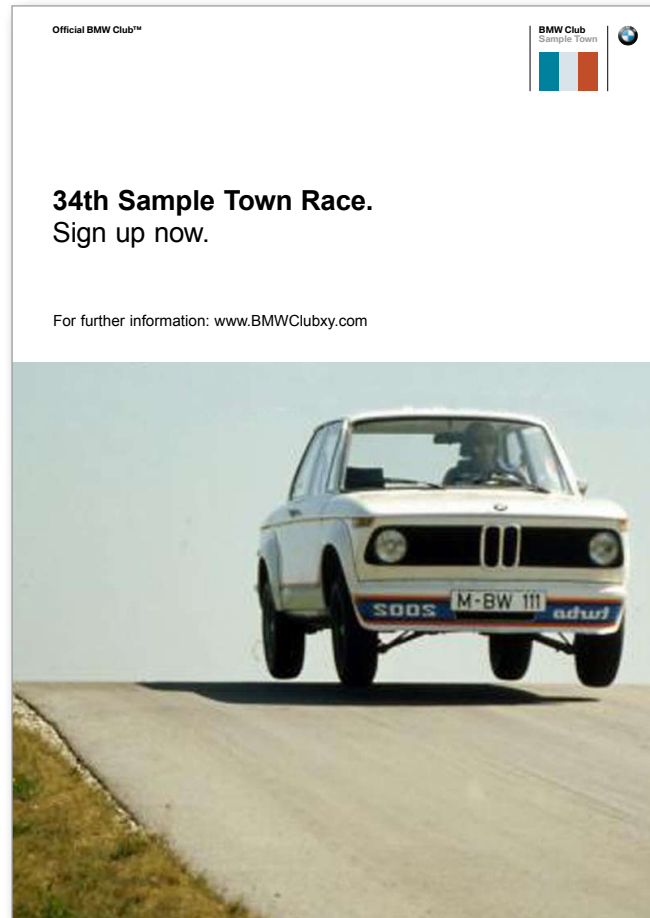
Correspondence	37
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# Print media.

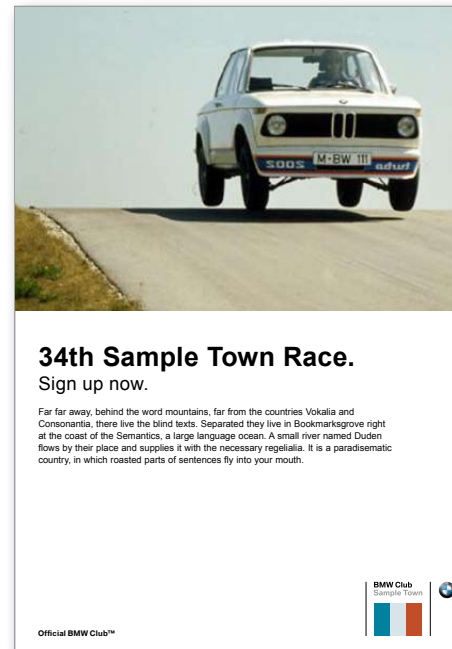
## Printed material in high-quality format.

### Application examples and design suggestions

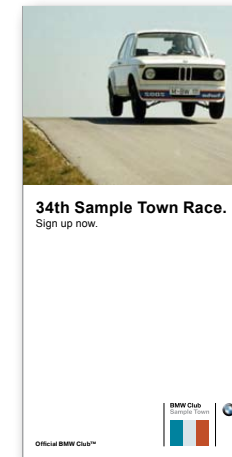
Posters and flyers are  
available for download  
as InDesign templates at  
[www.bmw-clubs-  
international.com](http://www.bmw-clubs-<br/>international.com)



A3 poster



A4 advertisement

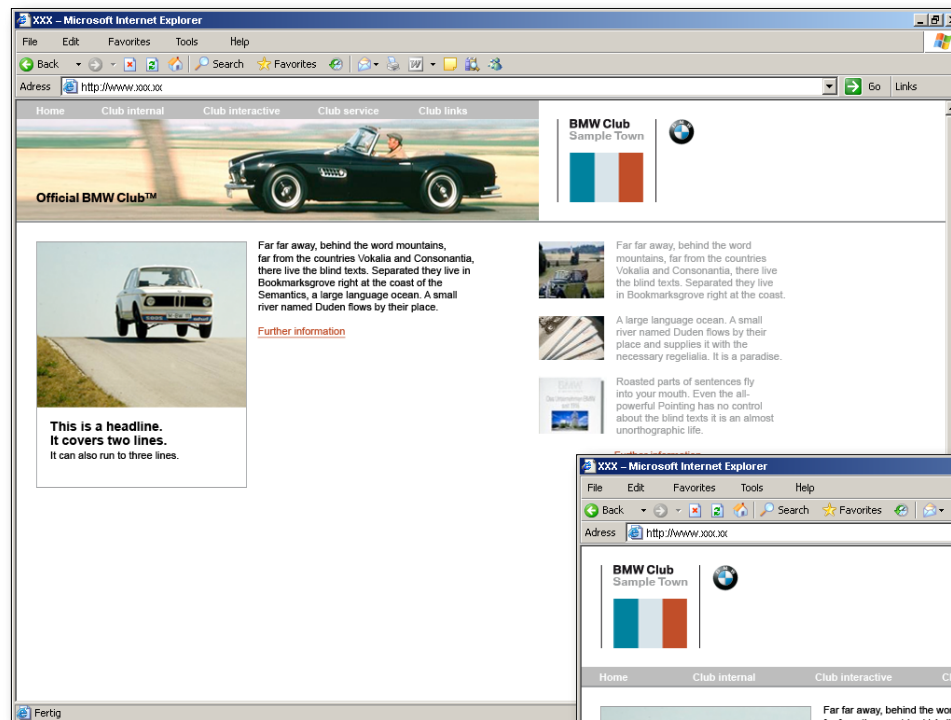


DL flyer

# Internet.

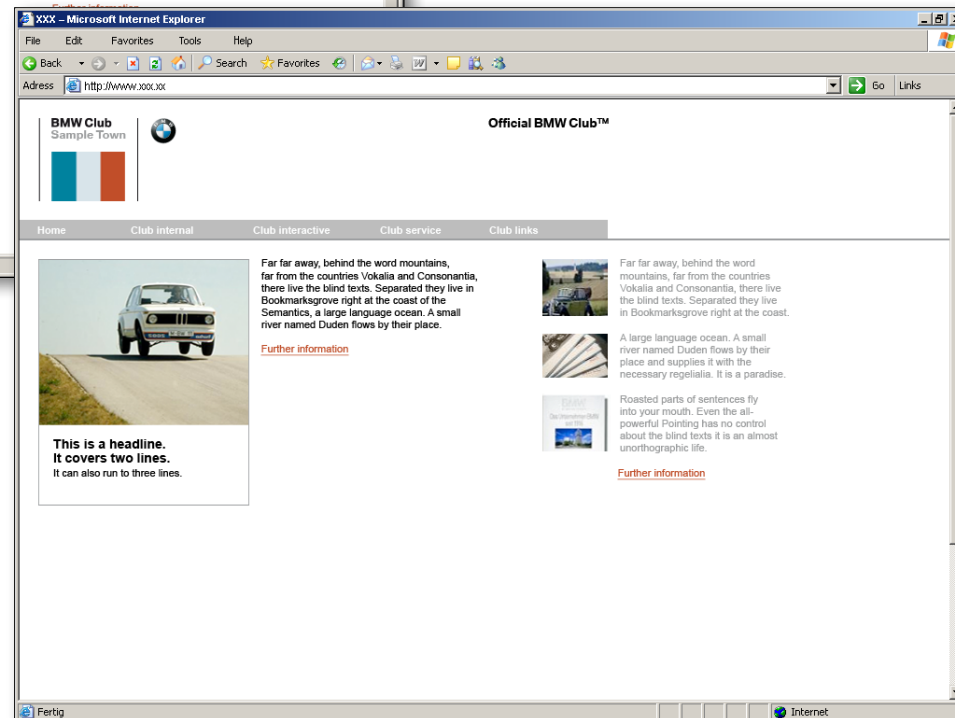
## Clear appearance with a widespread impact.

### Application examples and design suggestions



Internet page with motif in header

The background of internet pages is always white.

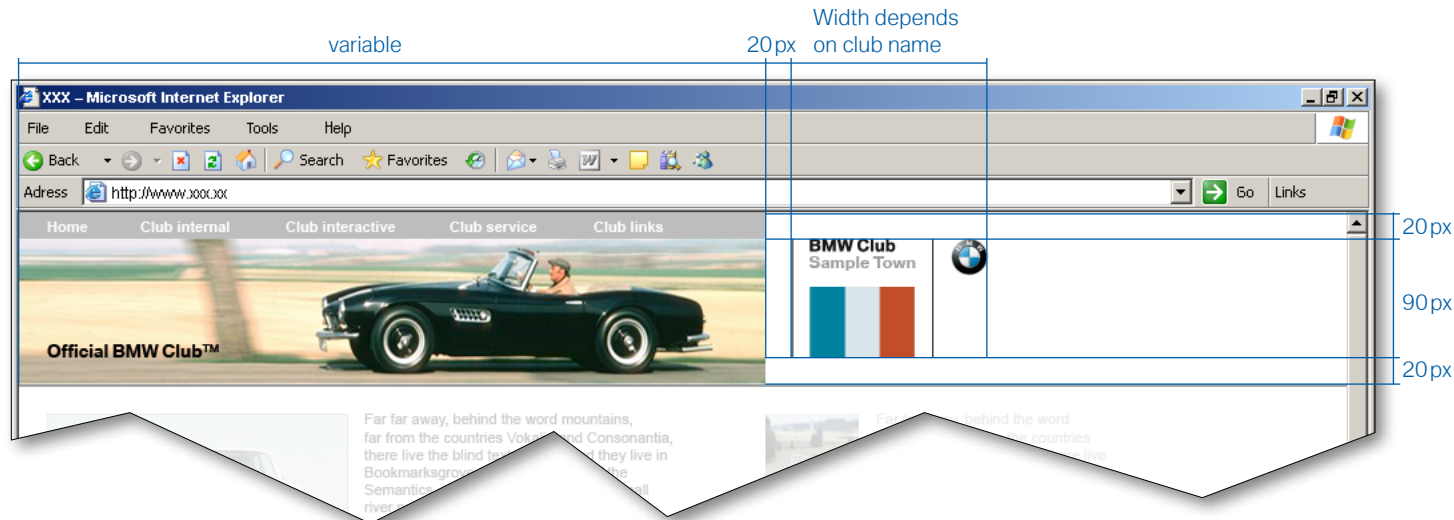


Internet page without motif in header

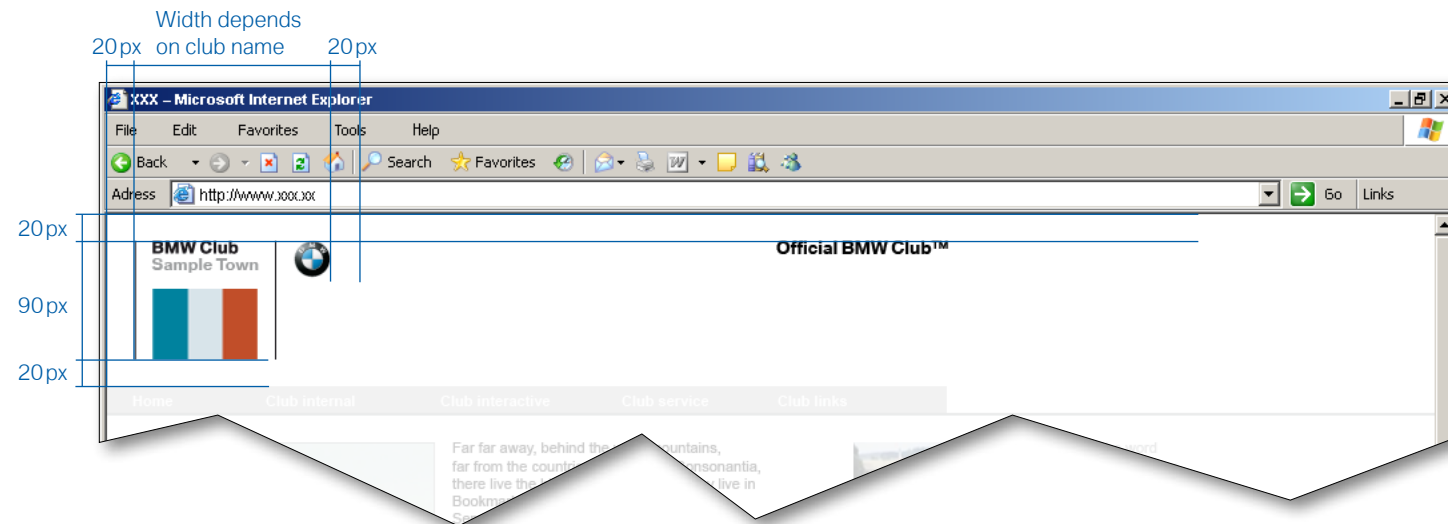
# Internet.

## Clear appearance with a widespread impact.

### Dimensions



Internet page with motif in header



Internet page without motif in header



# Merchandising articles. A collection with style.

**Application examples  
for club articles and  
event accessories**



Event shirt



Club jacket



Club jacket with logo badge



Club cap



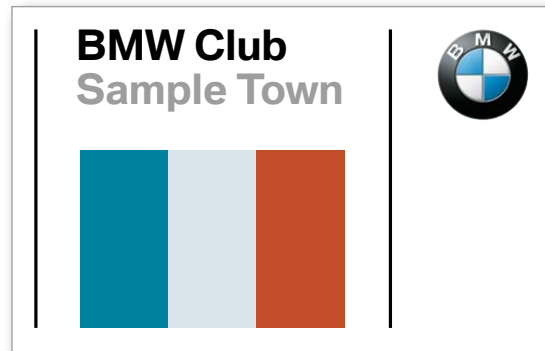
Key ring

# Badges and pins.

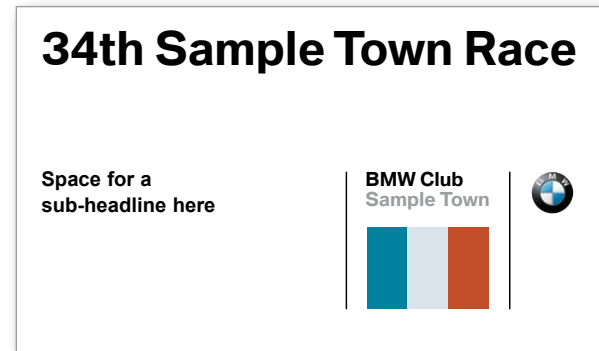
## Small size, big effect.

### Application examples

The design of the badge and pin follows the guidelines for badges (see p. 25).



Club badge



Badge with topic reference



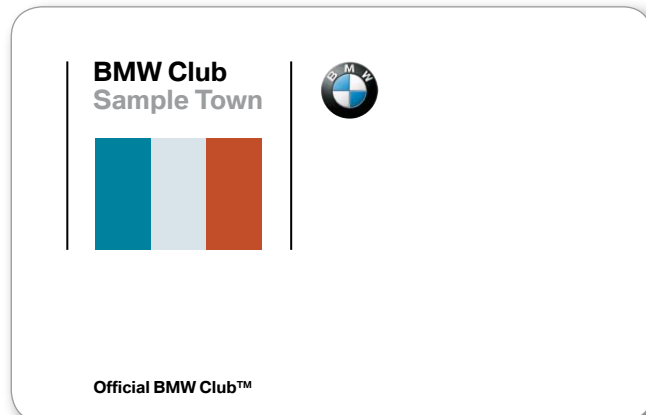
Pin

# Membership card.

## Proof of a powerful identity.

### Application examples and design suggestions

The membership card is  
available for download as  
an InDesign template at  
[www.bmw-clubs-international.com](http://www.bmw-clubs-international.com)



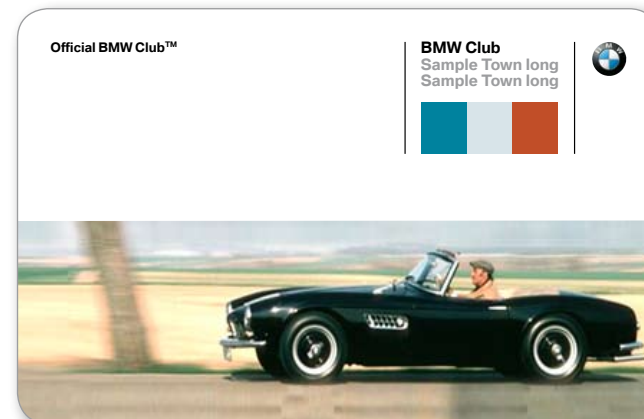
Front, without motif



Back



Front, with motif



Front, with motif

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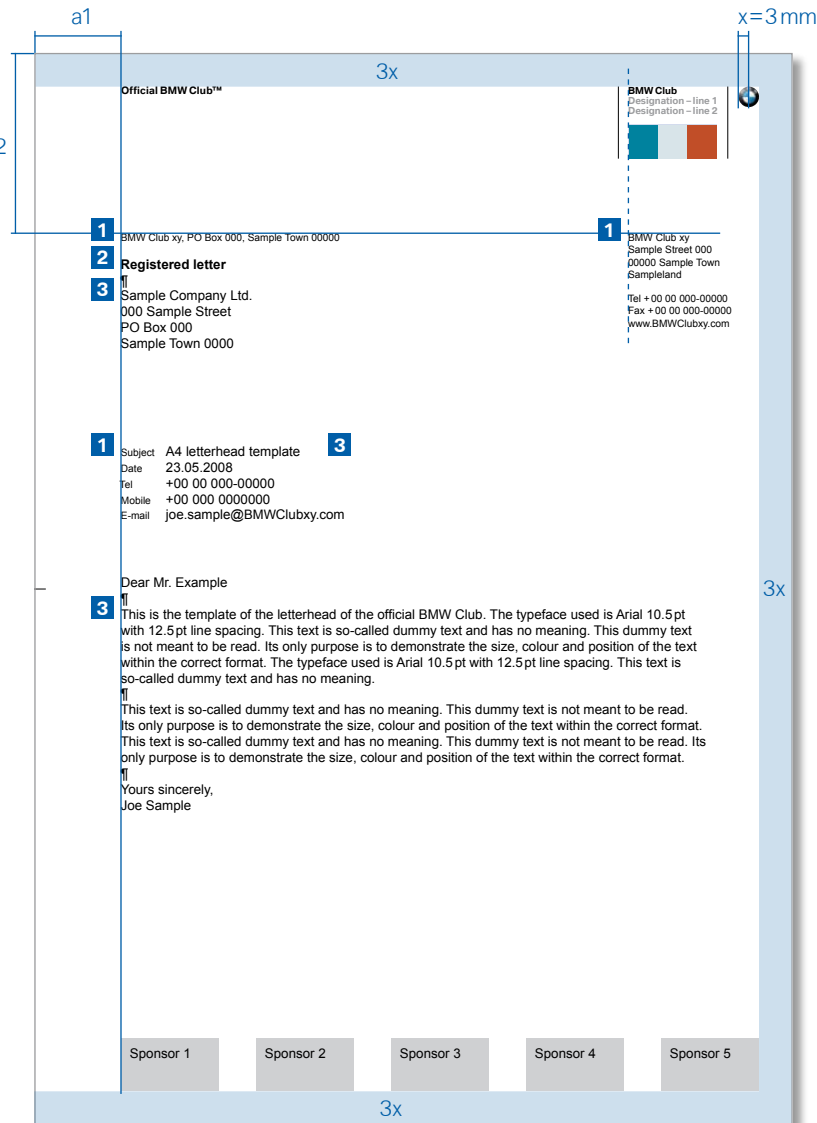
Correspondence	37
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# Correspondence.

## Stationery in high-quality format.

### Application example and design suggestion

The letterhead is available for download as an InDesign template at [www.bmw-clubs-international.com](http://www.bmw-clubs-international.com). This is to be regarded as a template for adaptation in detail to the restrictions of the various countries.



A minimum distance of 3x must always be maintained from the right, lower and upper edge.

The variables a1 and a2 depend on postal restrictions:

e.g. Germany:

a1 = 24 mm

a2 = 50 mm

**1** Type weight:  
Arial regular  
Type size: 8 pt  
Line spacing: 10 pt  
Spacing 0  
Type colour: black

**2** Type weight:  
Arial bold  
Type size: 10 pt  
Line spacing: 12.5 pt  
Spacing 0  
Type colour: black

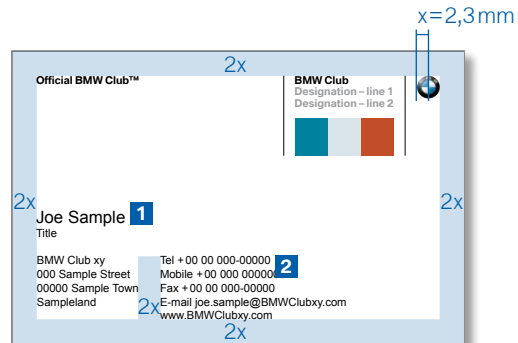
**3** Type weight:  
Arial regular  
Type size: 10 pt  
Line spacing: 12.5 pt  
Spacing 0  
Type colour: black

# Correspondence.

## Stationery in high-quality format.

### Application example and design suggestion

The business card is  
available for download  
as an InDesign template  
at [www.bmw-clubs-international.com](http://www.bmw-clubs-international.com)



Size W x H: 85 mm x 55 mm

A minimum distance of 2x must  
always be maintained from the edges.

- 1 Type weight:  
Arial regular  
Type size: 9pt  
Line spacing: 7.3pt  
Spacing 0  
Type colour: black
- 2 Type weight:  
Arial regular  
Type size: 6pt  
Line spacing: 7.3pt  
Spacing 0  
Type colour: black

